AMENDMENTS TO THE CLAIMS

1.   (Original)   A computer-based method for identifying a product relating to a web page, the method comprising:

        providing a plurality of queries submitted by users of a web site, each query having a popularity;

        receiving content of the web page;

        identifying provided queries that match phrases in the content;

        selecting an identified query based on its popularity; and

        submitting the selected query to a product search engine to identify a product that is related to the selected query.

2.   (Original)   The method of claim 1 including selecting the product based on experience-based relevance of the product to the selected query.

3.   (Original)   The method of claim 1 wherein experience-based relevance recognition is based on interactions of users with results of similar queries.

4.   (Original)   The method of claim 1 including selecting product data for the selected product.

5.   (Original)   The method of claim 1 wherein the content is an article of the web page.

6.   (Original)   The method of claim 1 wherein the content is a headline of the web page.

7.   (Original)   The method of claim 1 wherein the web page represents a web log.

8.   (Original)   The method of claim 1 wherein the web page contains an instant messaging message.

9.   (Original)   The method of claim 1 wherein the content is provided by an associate of a vendor web site that sells products.

10.   (Original)   The method of claim 9 wherein the associate is compensated based on a user purchase of an advertised product.

11.   (Currently Amended) A computer-based method for identifying a product to be associated with content, the method comprising:

providing a plurality of queries;

identifying a query from the plurality of queries based on its relevance to the content and its popularity of submission; and

selecting a product that matches the identified query as the product to be associated with the content.

12.   (Original)   The method of claim 11 wherein the plurality of queries correspond to queries submitted by users.

13.   (Original)   The method of claim 11 wherein the relevance of a query to the content is based on matching phrases in the content to queries.

14.   (Original)   The method of claim 11 wherein the identifying of queries selects a relevant query that is most popular.

15.   (Original)   The method of claim 11 wherein the selecting of a product includes:

identifying products that match the identified query;

ranking the identified products based on the experience of users who accessed results of similar queries; and

selecting a high-ranking product as the product that matches the identified query.

16.   (Original)   The method of claim 11 wherein the content is related to an article.

17.   (Original)   The method of claim 16 wherein the content is a headline of the article.

18.   (Original)   The method of claim 16 wherein the content is a body of the article.

19.   (Original)   The method of claim 16 wherein the content is a portion of a body of the article.

20.   (Original)   The method of claim 11 wherein the content is a web log.

21.   (Original)   The method of claim 11 wherein the content is an instant messaging message.

22.   (Original)   The method of claim 11 wherein the content is a portion of a dynamically generated web page.

23.   (Original)   The method of claim 11 wherein the content is provided by an associate of a vendor web site that sells products.

24.   (Original)   The method of claim 23 including providing to the associate an advertisement for the selected product.

25.   (Original)   The method of claim 24 wherein the associate is compensated based on a user purchase of the selected product.

26.   (Currently Amended) A method in a computer system for providing information relating to content, the method comprising:
    sending content to a web service, the web service for providing a plurality of <u>user-submitted</u> queries, for identifying a query from the plurality of queries that is related to the sent content, and for selecting a product that matches the identified query as the product to be associated with the content;
    receiving information relating to the product associated with the content; and
    displaying the content and the received information.

27.   (Original)   The method of claim 26 wherein the identifying of a query is based on popularity of the query.

28.   (Original)   The method of claim 26 wherein the received information is product data.

29.   (Original)   The method of claim 26 wherein the received information is an advertisement.

30.   (Original)   The method of claim 26 wherein the web service is provided by a vendor and the content is provided by an associate of the vendor.

31.   (Original)   A computer-readable medium containing a data structure comprising:
    a plurality of queries submitted by users of a web site; and
    for each of the plurality of queries, an indication of the popularity of the query among the users.

32.   (Original)   The computer-readable medium of claim 31 wherein the popularity of a query is based on when users purchase a product identified by results of the query.

33.   (Original)   The computer-readable medium of claim 31 wherein the popularity of a query is based on when users request information on a product identified by results of the query.

34.   (Original)   The computer-readable medium of claim 31 wherein the data structure is a hash table.

35.   (Original)   The computer-readable medium of claim 31 wherein the data structure is a B-tree.

36.   (Original)   The computer-readable medium of claim 31 wherein the data structure is recreated on a periodic basis based on queries recently submitted by users.

37.   (Original)   The computer-readable medium of claim 31 wherein the data structure is updated as users submit new queries.

38.   (Original)   A computer system for providing a query relating to content, comprising:
  a popularity-based query table containing queries submitted by users and indications of the popularity of the queries among users;
  a component that identifies queries of the popularity-based query table that match the content; and
  a component that selects an identified query based on its popularity as indicated by the popularity-based query table.

39.   (Original)   The computer system of claim 38 including a component that submits the selected query to a query engine to identify information relating to the content.

40.   (Original)   The computer system of claim 39 wherein the query engine is experience-based.

41.   (Original)   The computer system of claim 39 wherein the information is product data.

42.   (Original)   The computer system of claim 38 wherein the content is received from an associate of a vendor's web site.

43.   (Original)   The computer system of claim 38 wherein the identifying of queries includes identifying the longest phrases of the content that match a query.

44.   (Original)   The computer system of claim 38 wherein the popularity of a query is based on when users purchase the product identified by results of the query.

45.   (Original)   The computer system of claim 38 wherein the popularity of a query is based on when users request information on a product identified by results of the query.

46.   (Original)   The computer system of claim 38 wherein the queries are submitted by users of a web site.

47.   (Currently Amended) A computer-readable <u>storage</u> medium containing instructions for controlling a computer system to provide product data by a method comprising:

generating a popularity-based query table containing queries submitted by users of
a vendor's web site and indications of the popularity of the queries among the
users;

receiving content from an associate of the vendor's web site;

identifying queries of the popularity-based query table that match the received
content;

selecting an identified query based on its popularity as indicated by the popularity-
based query table;

executing the selected query to identify products that match the query;

retrieving product data associated with an identified product; and

sending the retrieved product data to the associate.

48.   (Currently Amended) The computer-readable storage medium of claim 47
wherein the executing of the selected query is performed by an experience-based query
engine.

49.   (Currently Amended) The computer-readable storage medium of claim 47
wherein the identifying of queries includes identifying the longest phrases of the received
content that match a query.

50.   (Currently Amended) The computer-readable storage medium of claim 47
wherein the popularity of a query is based on when users purchase a product identified by
results of the query.

51.   (Currently Amended) The computer-readable storage medium of claim 47
wherein the popularity of a query is based on when users request information on a product
identified by results of the query.

52.   (Currently Amended) The computer-readable storage medium of claim 47 wherein the products are offered for sale by the vendor.

53.   (Currently Amended) The computer-readable storage medium of claim 47 wherein the content is derived from a web page to be served by the associate.

54.   (Currently Amended) The computer-readable storage medium of claim 53 wherein the associate is compensated by the vendor when a user to whom the web page is served purchases the product from the vendor.

55.   (Original)   A computer system for identifying products related to content, comprising:

means for providing a popularity-based query table;

means for receiving a request to identify products related to content;

means for selecting a query from the popularity-based query table;

means for identifying products that match the query; and

means for providing the identified products in response to receiving the request.

56.   (Original)   A method in a computer system of a vendor for providing product data relating to content provided by an associate of the vendor, the method comprising:

receiving from the associate a request for product data for a product relating to content;

identifying a query that matches the content;

executing the identified query to identify a product that matches the query;

retrieving product data relating to the product that matches the query; and

sending to the associate the retrieved product data.

57.   (Original)   The method of claim 56 wherein the query is identified based on the popularity of queries among users.

58.   (Original)   The method of claim 56 wherein the query is not identified based on the popularity of queries among users.

59.   (Original)   The method of claim 56 wherein the method is provided as a web service of the vendor.

60.   (Original)   The method of claim 56 wherein the product data is an advertisement for a product sold by the vendor.